



UN WOMEN TÜRKİYE

Dedicated to Gender Equality and Empowerment of Women and Girls




United Nations Entity for Gender Equality
and the Empowerment of Women

UN WOMEN TÜRKİYE

UN WOMEN IS THE UN ORGANIZATION DEDICATED TO GENDER EQUALITY AND THE EMPOWERMENT OF WOMEN. A GLOBAL CHAMPION FOR WOMEN AND GIRLS, UN WOMEN WAS ESTABLISHED TO ACCELERATE PROGRESS ON MEETING THEIR NEEDS WORLDWIDE.

In Türkiye, in line with its global [Strategic Plan 2022–2025](#) and Country Strategic Note (2022–2025), and the overall UN Sustainable Development Cooperation Framework for Türkiye (UNSDCF) (2021–2025), UN Women works towards the overarching goal of: “Women and girls, including those at greatest risk of being left behind, fully exercise their human rights, enjoy a life free from violence and discrimination, and lead, influence and benefit from sustainable and inclusive socio-economic development towards the advancement of gender equality in Türkiye.” UN Women works in four thematic areas: (1) governance and participation in public life; (2) women’s economic empowerment; (3) ending violence against women and girls; and (4) women, peace and security, humanitarian action and disaster risk reduction. UN Women contributes to three UNSDCF outcomes: (1) Women and girls have improved and equal access to resources, opportunities, and rights, and enjoy a life without violence and discrimination; (2) By 2025, Persons under the Law on Foreigners and International Protection are supported towards self-reliance. (3) By 2025, governance systems are more transparent, accountable, inclusive and rights-based with the participation of civil society, and quality of judicial services is improved.

Towards these goals, UN Women implements programmes and projects that aim to advance gender equality, improve women’s access to rights and services in political, social and economic life and combat gender stereotypes, discrimination and violence, as required by international and national legal and policy commitments. UN Women collaborates with numerous partners, including central and local level government authorities, civil society organizations, women’s organizations and platforms, academia, private sector companies and other UN agencies. It commits itself to the Leaving No One Behind principle, by supporting targeted actions to remove the obstacles that marginalized and vulnerable groups of women face in accessing their rights and to promote them as agents of change. Key approaches include the provision of thought leadership and policy advice, capacity development and technical assistance, multi-stakeholder partnerships, and advocacy and communications.

UN Women Türkiye also chairs the Result Group on the Empowerment of Women and Girls under the UNSDCF and coordinates UN system’s efforts in this area.



This project is co-funded by the European Union and UN Women.
Bu proje Avrupa Birliği ve UN Women tarafından finanse edilmektedir.

IMPLEMENTING GENDER-RESPONSIVE PLANNING AND BUDGETING IN TURKEY PROJECT

Project Duration: 15 December 2020 – 15 December 2023

Pilot Municipalities: Kocaeli, Eskişehir, Gaziantep, Edirne

Project Beneficiaries:

Ministry of Family and Social Services
Directorate General on the Status of Women

Presidency of the Republic of Türkiye
Presidency of Strategy and Budget

Project Budget: €3,300,000

Project Implementing Organization: UN Women

Project Donors: European Union and UN Women

Lead Institution:

Ministry of Foreign Affairs
Directorate for European Union

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 4.1 – By 2025, governance systems are more transparent, accountable, inclusive and rights-based with the participation of civil society, and quality of judicial services is improved

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 1 – Global normative frameworks and gender-responsive laws, policies and institutions

Outcome 2 – Financing for gender equality

Contribution to Sustainable Development Goals (SDGs):

SDG 5, Target 5c, SDG 10, SDG 11, SDG 16

The project's overall goal is to empower women and further strengthen gender equality in Türkiye through systematic and sustainable integration of gender perspective at all stages of national and local policymaking and budgeting processes.

The project is implemented within the framework of three main objectives. These key objectives are as follows:

- Supporting the empowerment of women by raising awareness of budgeting responsive to equality between women and men in central and local governments.
- Increasing the capacity of central and local governments in developing plans and programmes that ensure women's and men's access to equal rights, chances and opportunities.
- Strengthening effective monitoring and accountability by developing the capacities of women's organizations.

The project aims to increase the awareness of the senior officials and staff of public institutions and municipalities, members of the parliament, academics, and representatives from civil society organizations (CSOs) through workshops, trainings and inter-agency coordination meetings.

equalbudgeting.org



Watch the project video

Siyasette
KADIN

ADVANCING GENDER EQUALITY AND WOMEN'S LEADERSHIP IN POLITICAL AND BUSINESS LIFE PROJECT

Project Duration: 3 Years (May 2021 – April 2024)

Project Budget: 25,000,000 Swedish krona (SEK)

Beneficiaries and Stakeholders:

- The Grand National Assembly of Türkiye, The Committee on Equal Opportunities for Women and Men
- Local Women Aspirants
- CSOs
- Academics
- Advocates of Women's Rights and Gender Equality
- Media
- Private Sector Companies

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 1 – Global normative frameworks and gender-responsive laws, policies and institutions

Outcome 5 – Women's voice, leadership and agency

OEE Output 2 – Advancing partnerships and resourcing

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Contribution to Sustainable Development Goals (SDGs): SDG 5

The project “Advancing Gender Equality and Women's Leadership in Political and Business Life” has an overall objective to advance women's leadership and participation in decision-making in Türkiye by focusing on key stakeholders and actors in the fields of politics and the private sector.

More specifically, the project:

- Provides support for increasing women's leadership in political decision-making, establishes a cadre of interested, diverse and capable women to run for political office at local level, increases solidarity and gender equality awareness among women from different political affiliations and with women from outside government, advances the national and policy legal framework, and strengthens gender-sensitive governance at the local level.
- Promotes women's leadership and influence in the private sector, strengthens the engagement of men political and corporate leaders in advancing gender equality, works with current and future media professionals and media outlets to advance non-stereotypical portrayal of women in media as political and business leaders and to practise gender-sensitive practices internally and externally.



Photo Credit: UN Women

STRENGTHENING WOMEN'S ACCESS TO JUSTICE

Project Duration: 1 year (January – December 2022)

Project Budget: \$ 450,000

Project Partner: Ministry of Justice (Department of Legal Support and Victims Services)

Project Donors: Sweden and UN Women

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 4 – Women's equitable access to services, goods and resources

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Outcome 4.1 – By 2025, governance systems are more transparent, accountable, inclusive and rights-based with the participation of civil society and judiciary services' improved quality

Contribution to Sustainable Development Goals (SDGs):

SDG 5, SDG 16

“The Strengthening Women’s Access to Justice and Improving Response of Judicial System for More Effective Implementation of Legislation in Combating Violence against Women in Türkiye” project marks the first partnership between UN Women Türkiye and the Ministry of Justice. With the overall objective to increase women and girls’ access to justice, the project aims to strengthen the implementation of Law No. 6284 on Protection of Family and the Prevention of Violence against Women (VAW), which is the primary piece of legislation codifying preventive and protective measures for violence against women and girls (VAWG) incidents and risks, free from gender-based stereotypes and in a survivor-centred manner.

The project adopts a holistic view of the judicial system and targets judges and public prosecutors as well as experts working in the relatively newly established Legal Support and Victims Services Directorates, which inter alia provide informative and psychosocial services to survivors of VAWG.

To strengthen the capacity of judicial actors, the project targets 450 family court judges and public prosecutors working at domestic violence and VAW investigation bureaux through a series of experience sharing workshops on Law No. 6284, as well as knowledge products on implementing the Law and relevant regulations. To attain efficient results, UN Women and the Ministry work with a Working Group consisting of judges and public prosecutors experienced in implementing Law No. 6284. UN Women facilitates activities with the Ministry, the Working Group and national and international experts, to better reflect international standards and good practices to the project deliverables.

To strengthen the capacity of Legal Support and Victims Services Directorates, the project includes an analysis of the current situation, touching upon challenges, good practices and needs, with the participation of 300 experts who work at the Directorates. In selected provinces, the project aims to bring Directorates together with public institutions and CSOs which are stakeholders in implementing Law No. 6284 and women’s empowerment. The project also involves information dissemination efforts to increase the recognition and accessibility of Directorates by survivors of VAWG.



This project is funded by the European Union

STRONG CIVIC SPACE FOR GENDER EQUALITY PROJECT

Photo credit: UN Women / Toyfun Daklıç

Project Duration: 3 years (1 April 2021 – 31 March 2024)

Project Budget: € 4,455,957.25

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 1 – Global normative frameworks, and gender responsive laws, policies and institutions

Outcome 5 – Women’s voice, leadership and agency

Outcome 6 – Production, analysis and use of gender statistics and sex-disaggregated data and knowledge

Contribution to Sustainable Development Goals (SDGs):

SDG 5, SDG 8, SDG 10, SDG 13

“The Strengthening Civil Society Capacities and Multi-Stakeholder Partnerships to Advance Women’s Rights and Gender Equality in Turkey” project (short name: “Strong Civic Space for Gender Equality”) helps women’s rights groups, women-led CSOs and other relevant rights-based CSOs improve their capacity to influence national and local women’s rights and gender equality agendas. Working with civil society actors as knowledge partners, implementing partners and advocates, UN Women Türkiye helps enhance their access to capacity development opportunities and resources. UN Women Türkiye support includes technical assistance and grants for networking, knowledge and experience sharing, capacity development, data- and evidence-based advocacy and empowering partnerships with public institutions, local authorities and academic institutions. The European Union is financing this project under the Civil Society Facility and Media Programme.

The main activities to be undertaken under the project are as follows:

- In partnership with CSOs, UN Women puts in place joint actions on eliminating violence against women and girls, increasing women’s access to justice and human rights mechanisms and women’s economic empowerment.
- Up to 30 CSOs benefit from small-scale grants to strengthen their institutional capacities.
- Capacities and knowledge of women’s CSOs, media professionals and youth are strengthened in technical areas where gaps exist, such as the gender dimensions of climate change, disaster risk reduction, data literacy, and analysis and use of gender statistics.
- Three comprehensive first-time researches are conducted on women’s access to justice, needs and priorities of rural women, and women with disabilities.
- UN Women supports platforms, alliances, networks and forums to exchange experiences at the local, national, regional and global levels among CSOs, women’s rights advocates and young activists to amplify their voices.
- CSOs and women’s rights advocates are provided with needs-based technical and financial support to boost their participation in inter-governmental and international conferences and processes.
- A “Gender Equality Academy” is established, offering high-quality training content on women’s rights and gender equality to different target groups.
- Dialogue between the government institutions and CSOs is bolstered in the context of intergovernmental processes.



**STRONG CIVIC SPACE
FOR GENDER EQUALITY**



Norwegian Embassy
Ankara

STRENGTHENING THE RESILIENCE OF SYRIAN AND HOST COMMUNITY WOMEN BY EVIDENCE-BASED DATA AND GENDER-RESPONSIVE SUPPORT PROJECT

Photo credit: UN Women / İkin Eskipehlivan

Project Duration: 13 months (1 July 2021 – 31 August 2022)

Project Provinces: Gender-Responsive Service Delivery in Gaziantep and Izmir

Project Budget: 1,908,011 Norwegian kroner (NOK)

Project Partners:

- Association for Solidarity with Asylum Seekers and Migrants (SGDD-ASAM)
- Refugee Support Center (MUDEM-RSC)
- Foundation for the Support of Women's Work (KEDV)
- Reach Alternatives (REALS)
- Gaziantep Metropolitan Municipality and other local authorities in Izmir and Istanbul

Evidence-Based Needs Assessment: Nationwide

Target Groups: Refugee women and girls from Syrian and other community groups and host community women and girls residing in project provinces in Izmir and Gaziantep affected by multiple and/or intersecting forms of vulnerabilities

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – Refugee women and girls from Syrian and other community groups and host community women and girls residing in project provinces in Izmir and Gaziantep affected by multiple and/or intersecting forms of vulnerabilities

Outcome 1.3 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 3 – Positive social norms, including by engaging men and boys

Outcome 4 – Women's equitable access to services, goods and resources

Outcome 5 – Women's voice, leadership, and agency

Contribution to Sustainable Development Goals (SDGs): SDG 1, SDG 4, SDG 5, SDG 16

"The Strengthening the Resilience of Syrian and Host Community Women by Evidence-Based Data and Gender Responsive Support" project aims to provide gender-sensitive evidence to be gathered through a nationwide survey targeting policy and decision makers and other interlocutors operating in the refugee response field. UN Women Türkiye provides technical assistance to respond to the immediate humanitarian needs of Syrian and refugee women and girls from other communities through service delivery, promoting gender equality, women's empowerment, and leadership as central elements of the humanitarian-development-peace nexus and in promoting transformative change, resilience and social cohesion to ensure that women are key transformative agents at individual and community levels. Given the changing dynamics and the overall gaps in the availability of gender-responsive data in Türkiye, UN Women Türkiye gives attention to update the evidence, also addressing the impact of COVID-19 pandemic on Syrian women and girls.

Financed by the Norwegian Ministry of Foreign Affairs, UN Women Türkiye will, under the project, partner with experienced CSOs in the field of refugee response as well as UN agencies, women's organizations, academic institutions, and governmental institutions for the facilitation of the data collection process for the needs assessment.

The new evidence-based needs assessment project contributes to update findings and recommendations of previously held needs assessment of Syrian women and girls under temporary protection status (SuTP) in Türkiye in 2018. Through revealing the increasing need to respond to existing and newly emerging needs of the most vulnerable and most-at-risk women and girls both from the refugee and host communities, the research project is to recommend more tailor-made policies and programme practices in Türkiye, particularly in the context of the COVID-19 pandemic.



Iceland



A SAFE EMBRACE: ECONOMIC EMPOWERMENT OF REFUGEE AND HOST COMMUNITY WOMEN VIA SUPPORT TO SADA WOMEN'S COOPERATIVE

Project Duration: 3 years (June 2022 – June 2025)

Project Countries: Iceland, Türkiye

Project Budget: \$ 498,794

Project Beneficiaries: Women from Refugee and Host Communities in Türkiye: Partners of the SADA Women's Cooperative

Project Partners:

- UN Women Iceland National Committee
- UN Women Türkiye
- Gaziantep Metropolitan Municipality
- Women Entrepreneurship Center (KAGIDEM)
- SADA Women's Cooperative and Association for Solidarity with Asylum Seekers and Migrants (ASAM)

Implementing Parties: UN Women Iceland, UN Women Türkiye, ASAM, 66°Norður

Project Donor: Government of Iceland, 66°Norður

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.1 – Women and girls have improved and equal access to resources, opportunities, and rights, and enjoy a life without violence and discrimination

Outcome 1.2 – By 2025, Persons under the Law on Foreigners and International Protection are supported towards self-reliance

Contribution to UN Women Global Strategic Plan 2022–2025:

Impact 4 – Women and Girls contribute to, and have influence in, building sustainable peace and resilience and benefit equally from the prevention of conflicts and disasters, and from humanitarian action

Contribution to Sustainable Development Goals (SDGs): SDG 5, SDG 16, SDG 1, SDG 4, SDG 8

The 'A Safe Embrace: Economic Empowerment of Refugee and Host Community Women via Support to Sada Women's Cooperative' aims to respond to the immediate needs of refugee and host community women for livelihood support and to foster women's economic empowerment and leadership towards longer-term transformation at individual and community level.

The project is to contribute to the social and economic stabilization of women from refugee and host communities who are official partners of the SADA Women's Cooperative and enhance women's leadership and self-reliance through the provision of gender-responsive livelihoods support for better recovery and resilience.

The project is to provide an opportunity to enable partners of the Cooperative to improve their vocational and soft skills through a series of training sessions provided by project's private sector partner 66°Norður. In achieving this, experts will provide different training and coaching sessions tailored to the needs of women in a gender-responsive way. Vocational training sessions delivered by technical experts are expected to enhance women's existing skills in textile sector. Skills development trainings will be aligned with the needs of value and procurement chains, thus the private sector partner of the project 66°Norður will use its own marketing channels to reach out to international markets.

Based on the trainings, at least 3 value-added textile products will be designed and delivered to 66°Norður. During the span of the project, at least 4,200 textile products will be produced by SADA Women's Cooperative and sold by 66°Norður's stores and website and UN Women Iceland National Committee's online store.

Within the project, an awareness-raising and marketing campaign will be launched and run simultaneously to further encourage private sector partnership in development/humanitarian interventions with a specific focus on gender equality and women's empowerment. As part of the campaigns, a documentary on SADA Women's Cooperative will be created to highlight the importance of gender equality and women's economic empowerment in refugee response settings. The campaign will be covered via a range of communication channels and media dissemination which will eventually support the sales of products produced by the Cooperative by reaching at least 300,000 people worldwide. Finally, the campaign will be launched at Women Political Leader's Forum in Reykjavík, Iceland in November 2022.

UNITED NATIONS JOINT PROGRAMME ON PREVENTION OF CHILD, EARLY AND FORCED MARRIAGE (CEFM) IN TÜRKİYE-SECOND PHASE

Project Duration: 3 years (1 October 2021 – 30 September 2024)

Project Provinces: Adana, Edirne, Gaziantep, Izmir, Kocaeli

Project Budget: \$ 1,602,931

Project Partners:

The United Nations International Children’s Emergency Fund (UNICEF)

The United Nations Fund for Population Activities (UNFPA)

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 3 – Positive social norms, including through engaging men and boys

Outcome 4 – Women’s equitable access to services, goods and resources

Contribution to Sustainable Development Goals (SDGs):

SDG 5, SDG 5.3

In Türkiye, The United Nations International Children’s Emergency Fund (UNICEF), International Organization for Migration (IOM), The United Nations Population Fund (UNFPA), Office of the United Nations High Commissioner for Refugees (UNHCR), and UN Women have been working together on the “UN Joint Programme for the Prevention of CEFM” (the Joint Programme) since 2018, with the support of the Swedish International Development Cooperation Agency (SIDA). The First Phase of the Joint Programme ended in September 2021, resulting in increased national synergies in CEFM prevention through advocacy on the international and national normative framework; data generation and analysis; technical support to national and provincial coordination mechanisms and action plans; and community mobilization with a focus on girls’ empowerment and male engagement.

In the Second Phase, which is to be implemented by UNICEF, UNFPA and UN Women with consultative support from IOM and UNHCR, the Joint Programme draws on the experience and lessons learned from the first phase, adapting the programme activities to the context of COVID-19 as needed. Interventions under the Joint Programme seek to: change social norms and attitudes towards gender equality; improve institutional capacity to prevent and respond to CEFM; work closely with civil society and other allies to preserve and advance the legislative and policy framework in line with international commitments; provide specialized services to survivors; and support financial stability and economic empowerment of families and children most at risk of CEFM.

With the financing of SIDA, the Joint Programme will identify and address the socio-economic needs of families experiencing multidimensional poverty where girls (and boys) are at risk of CEFM and improve their access to high-quality social services. UN Women continues to support and consolidates networks and alliances, enabling them to hold the government accountable for its international commitments, and sustains the powerful message that positive gender socialization, investment in girls’ and women’s empowerment, and communication for gender equality are now even more crucial for Türkiye.



ADVANCING GENDER EQUALITY IN AND THROUGH SPORTS IN TÜRKİYE PROJECT

Project Duration: 12 months (October 2021 – October 2022)

Project Budget: 685,000 Turkish lira (TRY)

Project Partner: Fenerbahçe Sports Club

Target Groups: Management, technical personnel, athletes, employees, communications and media representatives of Fenerbahçe Sports Club, representatives of the sports ecosystem including federations, sports clubs, sports media, NGOs, national Olympic committee, national Paralympic committee and the general public

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 3 – Positive social norms including by engaging men and boys

UN Women's collaboration with Fenerbahçe Sports Club aims to advance gender equality in and through sports, to eliminate gender stereotypes and transform harmful social norms in the sports ecosystem, to create an inclusive and safe environment for women and girls in sport and to encourage men and boys to become active allies in advancing gender equality by supporting UN Women's HeForShe Movement.

The partnership supports the field of advancing gender equality in and through sports, including preventing violence against women and girls, increasing women in leadership and management positions, participation of women in sports, investment in women in sports, gender equality in sports media and engaging men and boys, in line with the six principles of UN Women's [Sports for Generation Equality](#) initiative. The partnership includes creating a model for the sports ecosystem, including sports clubs, federations and local amateur sports organizations, to implement the [Guidelines for Gender-responsive Sports Organizations](#) developed by UN Women, in partnership with Fenerbahçe Sports Club under previous collaboration. It extends the work done in the first phase of the collaboration with professional branches of Fenerbahçe Sports Club to five amateur branches: rowing, athletics, swimming, table tennis and boxing.

UN Women Türkiye has been collaborating with Fenerbahçe Sports Club with the support of Tüpraş since 2018. Tüpraş is one of the leading industrial companies of Koç Holding, a former Impact Champion of HeForShe and recently one of the Action Coalition leaders on Technology and Innovation at the [Generation Equality](#) Forum. This collaboration represents a first and unique undertaking, aimed at making a sports club more inclusive and egalitarian through a holistic framework of analysis, capacity building and measurable actions. The aim of this unique collaboration is for Fenerbahçe Sports Club to set an example globally by becoming a gender-responsive sports club which supports women's empowerment and pioneering several initiatives in the sports community. The main achievements of the first phase of the collaboration can be seen [here](#).



UNSTEREOTYPING ADVERTISING: UNSTEREOTYPE ALLIANCE TÜRKİYE NATIONAL CHAPTER



Project Duration: December 2019 – ...

Project Budget: Unstereotype Alliance is a membership programme and the budget depends on the annual membership fees collected.

Target Groups: Advertisers, advertising agencies, creatives, marketing communications professionals and students, media and content creators

Allies: Bahçeşehir University (BAU), Communication Consultancies Association of Türkiye (İDA), Cosmetics & Cleaning Products Industry Association (KTSD), Foundation of Advertising (RV), Foundation of Outdoor Advertisers (ARVAK), Interactive Advertising Bureau (IAB), Mobile Marketing Association (MMA), Radio Listening Services Organisation, Representation and Broadcasting Corporation (RIAK), The Advertising Self-Regulatory Board (RÖK), Turkish Researchers' Association (TUAD), Future Bright Group (FBG), PWN Istanbul

Members: Turkish Advertisers Association (RVD), Turkish Advertising Agencies Association (RD), Avon, Akbank, Bayer, Coca-Cola, Colgate-Palmolive, Eczacıbaşı Holding, Eti Gıda, GSK, Johnson&Johnson, MullenLowe Istanbul, Kantar Media, Koc Holding, P&G, Publicis Groupé, TBWA\Istanbul, Unilever, Vodafone, WPP

Contribution to UN Sustainable Development Cooperation Framework between the Government of Türkiye and the United Nations 2021–2025:

Outcome 1.2 – By 2025, women and girls have improved and equal access to resources, opportunities and rights, and enjoy a life without violence and discrimination

Contribution to UN Women Global Strategic Plan 2022–2025:

Outcome 3 – Positive social norms including by engaging men and boys

Unstereotype Alliance is the UN's first private sector partnership of this design.

It is an industry-led initiative convened by UN Women in 2017 to end the harmful gender stereotyping often perpetuated through communications.

The Alliance is a “think and do” platform that uses communications as a force for good to drive positive change, focused on empowering people in all their diversity (gender identity, race, ethnicity, socio-economic status, age, ability, sexuality, language, religion, education, body-size and more).

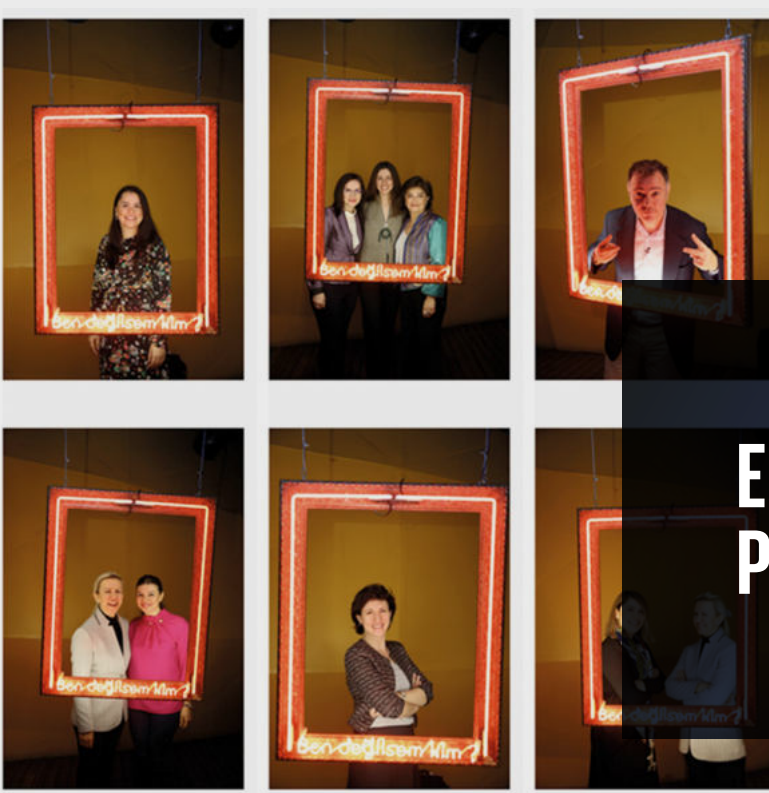
The Alliance noted significant achievements over 5 years including the membership growth of +867%, the launch of 12 national chapters across 5 continents, and the continuous improvement of Unstereotype Metric scores among Unstereotype Alliance members.

Türkiye National Chapter – convened by UN Women Türkiye – was established in December 2019 under the leadership of the Turkish Advertising Agencies Association and the Turkish Advertisers Association.

The Chapter works towards creating an unstereotyped culture through 4 workstreams led by members: 1) sharing the know-how and best-in-class initiatives, 2) data collection, research and measurement, 3) communications and awareness-raising, 4) systemic change initiatives including capacity building, member engagement and promoting the implementation of WEPS in workplaces.

As of July 2022, the Chapter has 18 members and 12 allies, working together to ensure that progressive and inclusive representation becomes a norm across the marketing communications industry.

Since establishment of Türkiye National Chapter, women's representation in ads shows a positive improvement (from %35 in 2018 to %53 in 2021); the industry is moving towards more inclusive and progressive approach.



ENGAGEMENTS WITH PRIVATE SECTOR

Considering the private sector's critical role in advancing the position of women and gender sensitive practices in the workplace, marketplace and community, UN Women has prioritized engagement with the private sector since the establishment of its presence in Türkiye.

UN Women Türkiye Office works with the private sector under three UN Women global frameworks which have been implemented locally:

[Women's Empowerment Principles](#) (WEPs) since 2010 (global), since 2011 (Türkiye)

[HeForShe](#) since 2014 (global), since 2015 (Türkiye)

[Unstereotype Alliance](#) (UA) since 2017 (global), since 2019 (Türkiye Chapter)

WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Global Compact and UN Women, the WEPs are informed by international labour and human rights standards and grounded in the recognition that businesses have a stake in, and a responsibility for, gender equality and women's empowerment. The WEPs are a set of principles offering guidance to businesses on how to promote gender equality and women's empowerment in the workplace, marketplace and community by focusing on high-level corporate leadership, equal treatment of women and men in the workplace, employee, health, well-being and safety, education, training and career advancement, gender responsive supply chain and marketing practices, community initiatives and advocacy and measurement and reporting. WEPs are a primary vehicle for corporate delivery on gender equality dimensions of the 2030 Agenda and the United Nations Sustainable Development Goals. As of August 2022, there are [440 signatories in Türkiye](#) and this number is increasing.

HEFORSHE

[HeForShe](#) is the global solidarity movement initiated by UN Women inviting men and people of all genders to stand in solidarity with women and to become an advocate for gender equality. HeForShe offers an innovative, inclusive approach to challenge gender stereotypes and transform harmful masculinities, to mobilize men as equal partners for gender equality and women's rights that acknowledges the ways in which men and boys are also benefiting from gender equality. HeForShe was launched in Türkiye in 2015 with the support of Koç Holding, a former Impact Champion of HeForShe and recently one of the Action Coalition leaders on Technology and Innovation at the [Generation Equality Forum](#). [HeForShe Türkiye](#) carries out various awareness raising, communications and advocacy and capacity building activities together with the private sector, universities, CSOs and sports institutions.

UNSTEREOTYPE ALLIANCE

The [Unstereotype Alliance](#) is an industry-led initiative convened by UN Women in 2017 to end the harmful gender stereotyping often perpetuated through communications. It is a thought and action platform that uses communications as a force for good to drive positive change. The Alliance is focused on empowering people in all their diversity (gender identity, race, ethnicity, socio-economic status, age, ability, sexuality, language, religion, education, body-size and more). It seeks to eradicate harmful stereotypes to help create a more equal world. Gender stereotypes are culturally driven and the Unstereotype Alliance takes a localised approach with National Chapters in 12 markets and continues to expand its footprint. Türkiye National Chapter – convened by UN Women Türkiye – was established in December 2019 under the leadership of the Turkish Advertising Agencies Association and the Turkish Advertisers Association.



UN Women Türkiye Country Office positions communications and advocacy as an important pillar for the implementation of its programmes under its strategic plan for 2022–2025. Guided by its communications strategy, UN Women Türkiye aims to support the transformative change in society that is needed for achieving gender equality. As a part of its communications strategy, UN Women advocates for gender equality and women’s empowerment through diverse communications tools and activities. Putting innovation and co-creation principles at its core of communications, UN Women Türkiye runs online and offline campaigns on special days such as 16 Days of Activism Against Gender Based Violence, International Women’s Day and International Day of the Girl Child.

Building unconventional partnerships is an effective component that is at the core of UN Women’s communications and advocacy strategy. In order to expand the reach and impact of its communications and advocacy activities, UN Women collaborates with social media profiles, private sector companies, artist communities, influencers, celebrities, advertisers, creative industries and sportspersons. The partnerships are built and developed through co-creation of joint advocacy, social media and conventional media campaigns. UN Women does joint advocacy work with its Media Compact partners, and the members/supporters of HeForShe, WEPs and the Unstereotype Alliance. UN Women also coordinates the communications and advocacy work for bolstering gender equality across the UN System.

UN Women Türkiye builds a long standing collaboration with actress Demet Evgar. Becoming the national Goodwill Ambassador of UN Women Türkiye, Demet Evgar runs campaigns to raise awareness and change attitudes as an influential and followed role model. Through working with Demet Evgar, UN Women aims to support the empowerment of women, raise their awareness about their rights, address harmful norms and values, eliminate gender-based violence and promote protection mechanisms.

UN Women Türkiye’s solidarity movement HeForShe collaborates with the famous actor Kerem Bursin to raise awareness about gender roles, gender-based stereotypes and harmful masculinities. Becoming the first national HeForShe Advocate for Türkiye, Kerem Bursin aims to amplify the message of HeForShe and contribute to transforming harmful masculinities.

The unconventional partnerships and the innovative campaigns have resulted in several awards and nominations for UN Women Türkiye which have been shown as best practices at the national, regional and global levels.



UN WOMEN TÜRKİYE

✉ infoturkiye@unwomen.org

📍 ParkOran Ofis, Oran Mahallesi,
Kudüs Caddesi, 1/21-58, 06450, Çankaya/Ankara

☎ +90 312 945 12 64 [f](#) | [@](#) | [t](#)

©2022 UN Women. All rights reserved.

